YWCA CANBERRA BRAND GUIDELINES

VERSION 001. JULY 2014

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INTRODUCTION

A strong brand identity is important. These brand guidelines are to provide a manual that help support a cohesive identity for YWCA Canberra.

A brand is a relationship between an organisation and an audience.

Branding is the aggregate effect of both the intentional and non intentional activities of an organisation or audience in establishing, maintaining or growing their relationship.

This document highlights the deliberate and conscious activities of YWCA to project its value and position as an organisation for the purpose of building the relationship with its audience(s).

The YWCA brand is more than just a logo and colour palette. It has been constructed to reflect a promise, a vision and deliver a perception and personality for the organisation.

These brand guidelines aim to direct the efforts of YWCA when communicating (establishing, growing, maintaining) with its audience(s).

The content should always be delivered to ensure that a positive, empowering and confident tone is portrayed across all visual, written and verbal communications.

USING THIS DOCUMENT

General Users

General users and for those interested, the information included here is an excellent aid to understanding the principles at work in YWCA Canberra's communication material.

Communications Professionals

Communications professionals may work within YWCA Canberra to develop communication pieces for the company internally. These brand guidelines provide guidance for creating variety while staying on-brand.

Creative Agencies

Creative agencies who partner with YWCA Canberra develop material based on a structured creative process.

Agencies provide expert design application skills, strategic advice, and broad conceptual abilities.

They will find this information to be an excellent starting point for the development process.

YWCA CANBERRA **LOGO**

"A BRAND IS MORE THAN A TRADEMARK. IT IS A TRUSTMARK. A BRAND IS A COVENANT BETWEEN THE COMPANY AND THE CONSUMER. A TRUSTED BRAND IS A GENUINE ASSET.

– LARRY LIGHT, US BRAND CONSULTANT

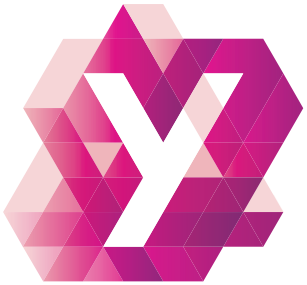
YWCA CANBERRA LOGO

The YWCA logo is the primary symbol of our organisation. It unifies us across a broad range of services, and signals to the market who we are and what we stand for.

The brand identity is triangular, reflecting the organisation origins with warm, vibrant and energetic colours.

The logo should never be redrawn, traced or modified in any way for any purpose. Original electronic 'master files' should only ever be used.

Positioning, colour and space should never be altered unless otherwise specified in these Brand Guidelines.



YWCA CANBERRA

YWCA CANBERRA LOGO

The YWCA logo is versatile and can be used across a variety of communication platforms.

The logo is to be used on all communication material, such as business stationery, printed publications and advertising. The logo should also be used for all screen based work, including websites, web-banners, presentations and applications.

The logo relies on the consistent use of a few simple components to identify itself:

Logo

The main identifying component is the logo. A consistent use of the logo in the correct corporate colours will reinforce the identity of YWCA Canberra.

Logotype

Another component is the YWCA Canberra typographic signature and its consistent placement.

Primary Logo
This inline logo should be used whenever possible.

Secondary Logo
This stacked logo should be used where the space is appropriate.

Tertiary Logo
This stand-alone logo should be used where the space is appropriate.

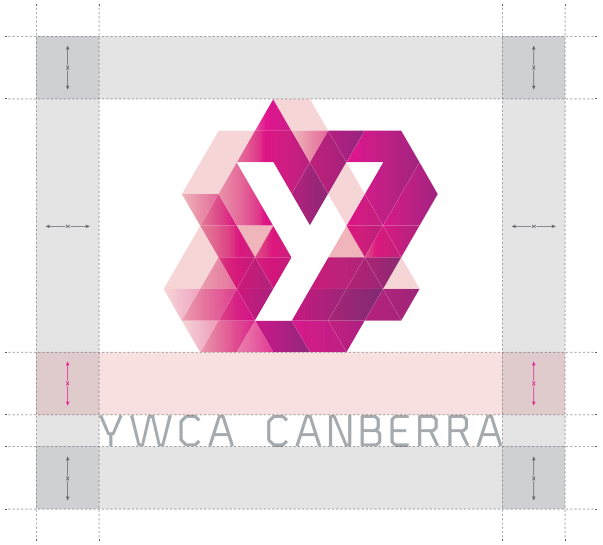
PROPORTION & CLEAR SPACE

Always surround the logo with the amount of clear space shown to ensure that it is easily identifiable as well as visible and legible wherever it appears.

Clear space is the minimum 'breathing room' maintained around our logo. It also defines the minimum distance between the logo and the edge of a printed piece.

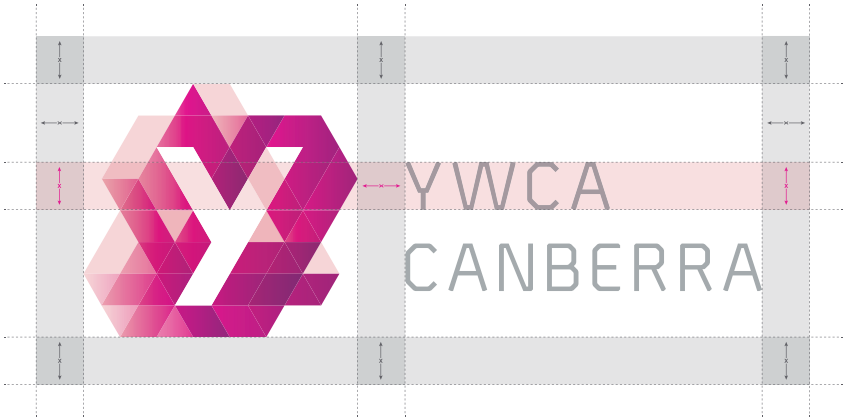
The clear space around our logo is equal to the height of the space between the "YWCA" logotype and the symbol. Do not position any text, graphic elements, or other visual marks inside the recommended clear space.

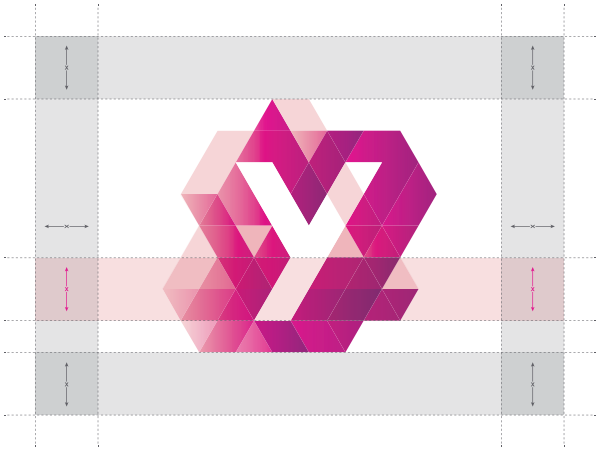
Please note that this distance may sometimes be adjusted for select online or exterior signage applications where space is limited.



"x" represents the minimum amount of clear space that must surround the logo at all times.

PROPORTION & CLEAR SPACE





"x" represents the minimum amount of clear space that must surround the logo at all times.

SCALING & MINIMUM SIZE

Minimum size refers to the smallest allowable logo size.

The primary logo must never appear smaller than 27mm wide in print (10.08mm in height).

The secondary logo must never appear smaller than 24mm wide in print (20.673 mm in height).

The tertiary logo must never appear smaller than 11mm wide in print (10.164mm in height).

27mm

YWCA CANBERRA

24mm

11mm

PRIMARY LOGO VARIATIONS

Primary logo.
Grey logo type.

Primary logo.
Charcoal logo type.

Primary logo. Pantone 433 -
for single colour applications, such as
embroidery and/or screen printing.

Primary logo.
Reversed logo type.

Primary logo. Greyscale -
for single colour applications.

Primary logo. Reversed -
for single colour applications, such as
embroidery and/or screen printing.

SECONDARY LOGO VARIATIONS

YWCA CANBERRA

Secondary logo.
Grey logo type.

YWCA CANBERRA

Secondary logo.
Charcoal logo type.

YWCA CANBERRA

Secondary logo. Pantone 433 -
for single colour applications, such as
embroidery and/or screen printing.

YWCA CANBERRA

Secondary logo.
Reversed logo type.

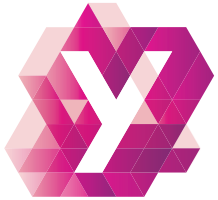
YWCA CANBERRA

Secondary logo. Greyscale -
for single colour applications.

YWCA CANBERRA

Secondary logo. Reversed -
for single colour applications, such as
embroidery and/or screen printing.

TERTIARY LOGO VARIATIONS



Tertiary logo.

Tertiary logo. Pantone 433 -
for single colour applications, such as
embroidery and/or screen printing.

Tertiary logo. Greyscale -
for single colour applications.

Tertiary logo. Reversed -
for single colour applications, such as
embroidery and/or screen printing.

BACKGROUND APPLICATIONS

Place the YWCA logo on backgrounds that provide good contrast and legibility to ensure that it is clearly recognisable.

Especially with photography, consider the logo variation and the background it is placed on to provide the best legibility.

BACKGROUND APPLICATIONS

1 No colour variation unless specified in this document.

2 No use of a drop shadow, embossing or similar effects.

3 No placement over complex photographs or backgrounds unless otherwise specified in this document or approved.

4 No shearing/skewing/slanting of logo identity.

5 No rotating or tilting of logo identity.

6 No placement over low contrast backgrounds or images.

1

2

3

4

5

6

TONE OF **VOICE**

"IT'S NOT WHAT YOU SAID.
IT'S HOW YOU SAID IT...

BRAND TONE OF VOICE

When communicating on behalf of YWCA Canberra, it should be in the correct tone of voice.

Our tone of voice gives us a clear direction about how to approach writing and visual communications.

Having a concise tone of voice makes it easier to write, because it tells us how to 'speak', and indicates the YWCA's communicative style and vocabulary.

Tone of voice is most effective when used consistently.

ALWAYS:

- Be inclusive. We are friendly, direct and clear.
- Show ambition, pride and confidence.
- Be inspiring. Communicate in a positive, enthusiastic and encouraging tone.
- Show our strengths and ambition.
- Speak positively about women and their abilities to shape our communities.

NEVER:

- Sound arrogant or contrived.
- Refer to stereotypes about females.
- Speak negatively.
- Make jokes.
- Use clichés

‘Y’ LANGUAGE

Language is key part of the brand eco – system.

The language should be aspirational, positive and confident.

The language system developed helps to reinforce the brand mark, that being ‘Y’.

The ‘Y’ is not just the brand’s logo and hero visual symbol, but it helps to define the context of how the brand communicates in written form.

The language system also helps the brand be consistently expressed in a campaign.

Key examples of how Y can be used to form a language framework:

Sentence example

Y try to fit in when you were born to stand out?

Headline example

LOCALL**Y**, NATIONALL**Y**, GLOBALL**Y**

Key word examples

ADVOCAC**Y**
VITALIT**Y**
UNIT**Y**
LIVEL**Y**
PLA**Y**

BRAND STATEMENT

WOMEN
SHAPING
OUR
COMMUNITIES

BRAND ASSETS

> DESIGN IS THE SILENT AMBASSADOR OF YOUR BRAND
>
> – PAUL RAND

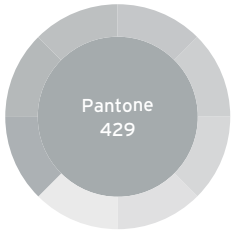
BRAND COLOUR PALETTE

The YWCA Canberra colour palette is dynamic, vibrant and bold, reflecting the organisations qualities.

The colour palette provides the logo identity with energy and substance, while maintaining a corporate and professional profile.

The colour palette is intended to provide the brand with a greater intensity and enthusiasm than a mono version alone can achieve. Darker tones have been chosen to add strength and balance the vibrancy of the bright hues.

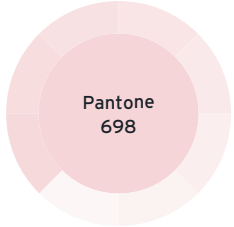
C5 M98 Y0 K0
R226 G23 B143
html #e2178f



C38 M27 Y27 K0
R163 G170 B174
html # a3aaae

C80 M69 Y58 K67
R29 G37 B44
html #1d252c

C42 M100 Y13 K1
R162 G0 B125
html #a2007d



C2 M18 Y8 K0
R245 G212 B215
html #f5d4d7

TYPOGRAPHY

The YWCA primary typeface is Borda.

Borda is a clean geometric typeface. Angles are combined with smooth corner details, forming sharp, legible letters with a modern appearance. Borda should only be used for headings and typographic features, such as page numbers, pull quotes and highlighter text.

The YWCA secondary typeface is Interstate.

Modern, flexible, easy to read, open and accessible, Interstate is uniquely suited for a wide range of visual communications. Multiple levels of typographic hierarchy are defined both for impact and clarity of communication material.

Use the primary and secondary typefaces for all printed communications where possible, and in rendered form for online and electronic applications.

When use of Borda and/or Interstate is not possible, use the recommended alternative typeface, Helvetica (Arial).

The YWCA do not own a company-wide license for Borda and/or Interstate, and international copyright law forbids from sharing the font both internally and externally.

If you are a colleague or vendor who needs to use Borda and/or Interstate, licenses can be purchased from:

myfonts.com

PRIMARY TYPEFACE

BORDA

THE QUICK
BROWN FOX
JUMPS OVER
THE LAZY DOG

BORDA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_+:"<>?

BORDA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_+:"<>?

BORDA MEDIUM

0123456789

SECONDARY TYPEFACE

INTERSTATE

INTERSTATE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_+:"<>?

INTERSTATE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_+:"<>?

INTERSTATE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_+:"<>?

INTERSTATE REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&()_+:"<>?*

INTERSTATE EXTRA LIGHT

0123456789

APPLICATION

> A BRAND'S STRENGTH IS BUILT UPON ITS DETERMINATION TO PROMOTE ITS OWN DISTINCTIVE VALUES AND MISSION.
>
> - PROFESSOR JEAN-NOEL KAPFERER

PHOTOGRAPHY

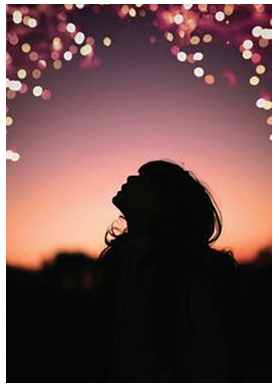
When selecting images for an application, consider the various typographic and graphic components that will coexist with the image.

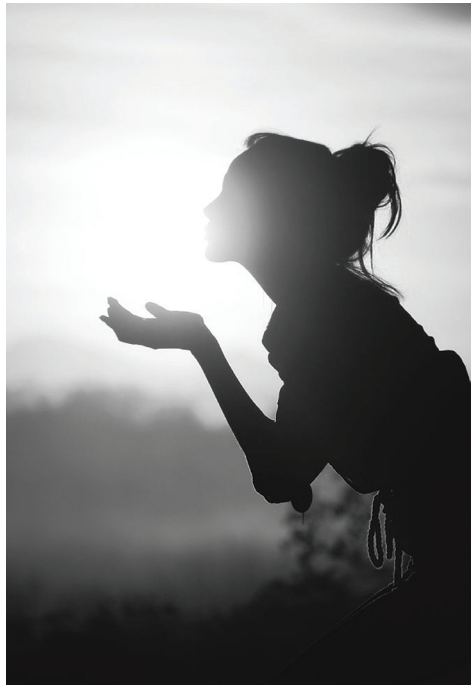
Subject matter of imagery should be:

- Real life (not staged, posed, or fictional)
- Optimistic and confident (or neutral)
- Singular concept/subject per image
- Advancing progress/positive change

Style of imagery should be:

- Natural lighting (no extensive photo-retouching)
- Warm, natural hues or black and white.
- Clean, simple areas of "white space"





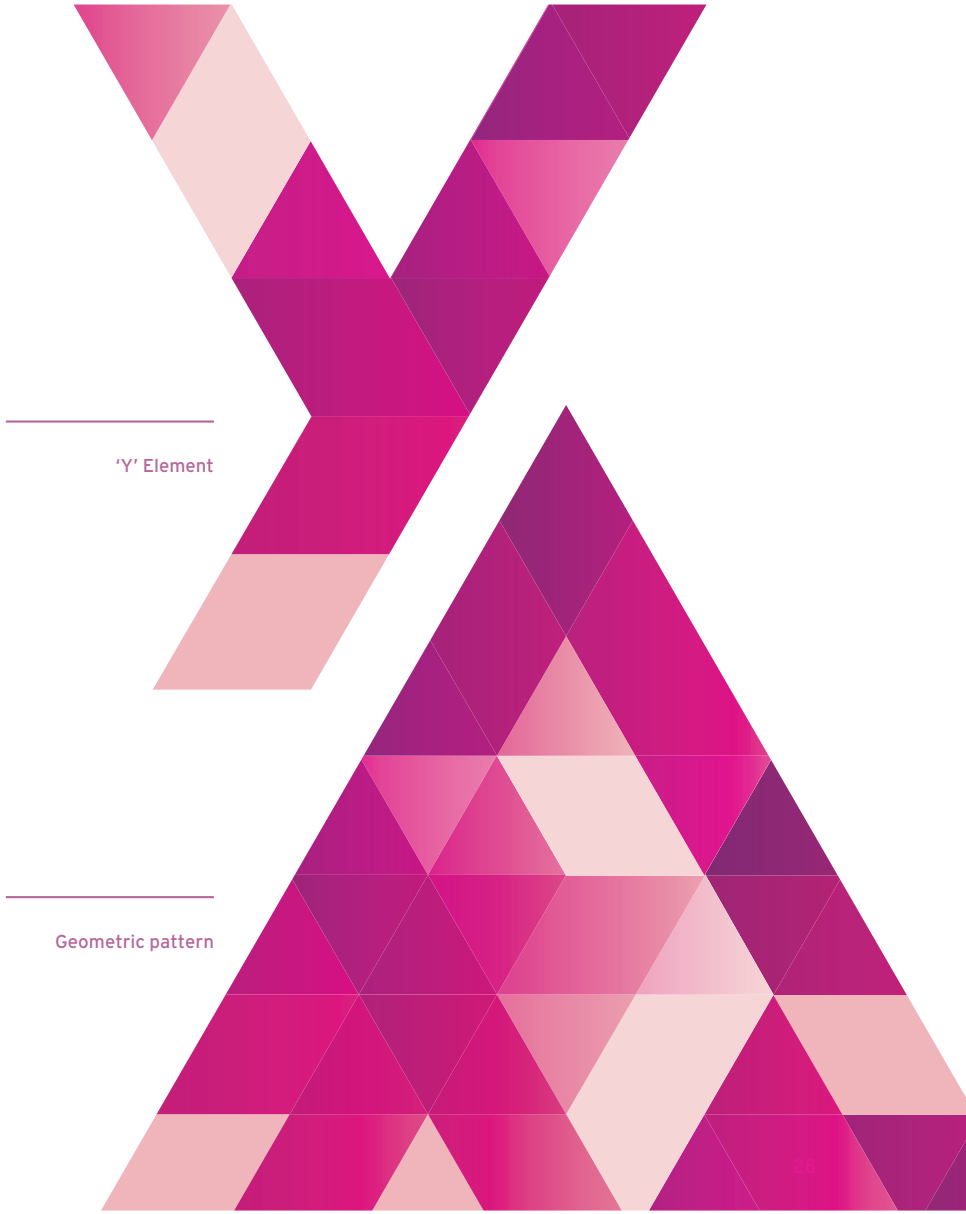
DESIGN ELEMENTS

Y element

The Y element can be used in applications over imagery and/or on solid backgrounds. This element works best when scaled up so that the geometric pattern can been seen.

Geometric pattern

The triangular pattern has been taken from the YWCA logo. It can be used over imagery and/or to add texture to layouts. This pattern works effectively when contained within a shape.



'Y' Element

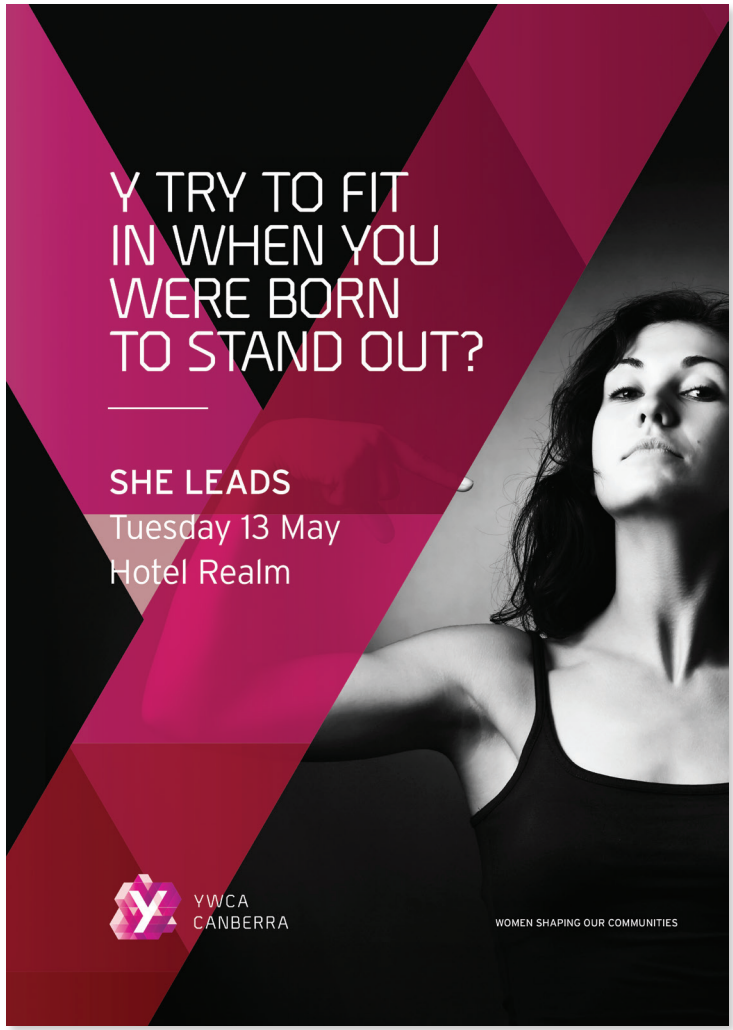
Geometric pattern

COMBINING ELEMENTS

Balancing the main elements of the YWCA brand identity system in layouts is useful for telling strong stories.

Type, imagery and color can be combined to create a distinct YWCA look and feel. The following shows examples of visual elements, and the layout demonstrates how to most effectively combine these pieces.

Use these provided examples as guidance for creating variety while staying on-brand.



Y WE'RE INSPIRED.
We believe in empowering young women to become the leaders of tomorrow.
YWCA Canberra is committed to the development of young women's leadership as a means to creating a better world in which reconciliation, justice, peace, health, human dignity, freedom and care for all prevail.
Find out more at ywca-canberra.org.au
YWCA CANBERRA
WOMEN SHAPING OUR COMMUNITIES

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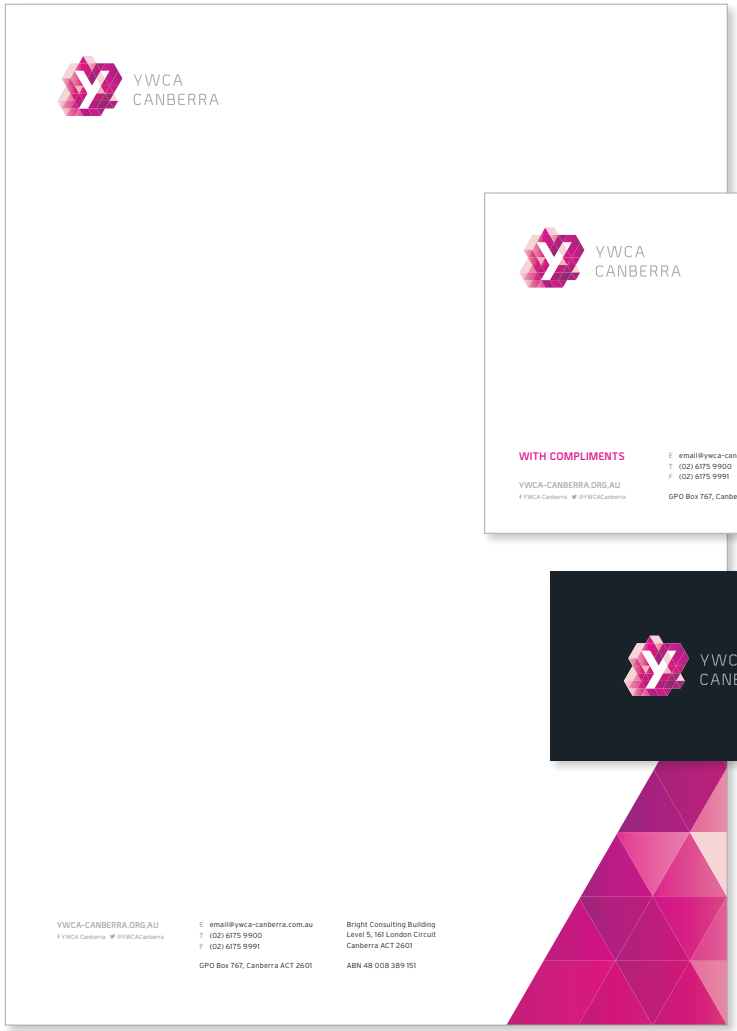
CORPORATE STATIONERY

Stationery reflects upon individuals as well as on the organisation. It is particularly critical that stationery project the desired YWCA Canberra image.

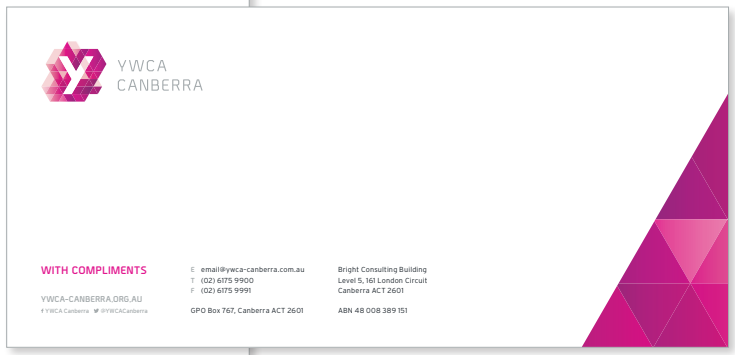
The approved layouts for various stationery items are shown in this section.

Printing Method: Offset
Letterhead: High Bright White 100gsm stock (eg. Spicers Splendorgel)
Business Cards: High Bright White 340gsm stock (eg. Spicers Splendorgel)
With Compliments Slip: High Bright White 100gsm stock (eg. Spicers Splendorgel)

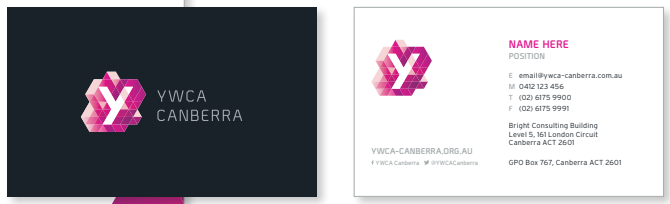
YWCA Canberra letterhead



YWCA Canberra with compliments slip



YWCA Canberra business cards



YWCA-CANBERRA.ORG.AU

JULY 2014

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